



UPDATE

Montana Department of Commerce

2004 Governor's Conference

To celebrate the 30th Montana Governor's Conference on Tourism and Recreation and the longevity of Montana's tourism partnership, we are adding some new features to our 2004 gathering scheduled for the Holiday Inn Grand Montana, Billings, April 5-6:

- Credit cards accepted. Pay your registration, exhibitor and sponsor fees via fax or mail with MasterCard or Visa.

- Field Trip Breakout Sessions - Tuesday afternoon, April 6, the conference agenda features three breakout session field trips to Billings area attractions. The field trips run from 1:30-4:30 p.m. Conference goers will be asked to select one field trip (or the no field trip option) as part of their registration:

Pompeys Pillar National Monument

Host: Pompey's Pillar Historical Association, limited seating.

Downtown Billings Arts & Cultural Sites

Host: Billings Cultural Partners, Shuttle service to and from Holiday Inn, Trolley used downtown.

Chief Plenty Coups State Park in Pryor

Host: Fish, Wildlife & Parks, limited seating.

- The Holiday Inn Grand Montana is trying to incorporate as many Montana-made and grown foods as possible into the conference menu.

A Billings' Governor's Conference

Planning Committee has been at work since last spring developing ideas and activities that provide conference attendees plenty of reasons to be in Billings the weekend before the conference or to stay after it's over. They are preparing packages, discounts, information on weekend events, as well as celebrating the conference with a "Big City/Bright Lights" dessert and entertainment gala as part of the Tuesday night closing banquet.

The package, discount and event information along with conference registration forms, an agenda outline and special feature highlights for the 30th Annual Governor's Conference on Tourism and Recreation are available on the Montana Promotion Division's Intranet site: www.travelmontana.state.mt.us/conference/.

In the February Travel Montana Update, we'll highlight the conference's featured speakers and breakout session offerings. In between now and then, you can check out the updates on the Intranet site.

Montana Goes to NTA

The National Tour Association (NTA) held its annual convention November 14-18 in Charlotte, NC. Marlee Iverson and Pam Gosink attended the event and met with 65 group tour operators on an appointment basis to promote Montana's sites, attractions and services.

This year's Montana Night was held at the

historic Morehead Inn. In cooperation with the Montana Promotion Division, more than 25 Montana tourism service suppliers hosted over 45 tour operators at the educational/dinner event. Winner of this year's trip for two to Montana is Melody Mis of Unlimited Tours & Travel based in St. Louis, MO. The contest is open to tour operators attending the NTA conference and is supported by Montana suppliers, travel regions and the Montana Promotion Division.

Leads from NTA will be posted on the Intranet site: www.travelmontana.state.mt.us under Group Travel, password "groups" or for more information contact Marlee Iverson, 406-841-2895, email: marlee@visitmt.com.

Judge Reinstates Snowmobile Ban in Yellowstone Park

At the time of this writing, a federal judge struck down a Bush administration plan to allow snowmobiling to continue in Yellowstone and Grand Teton national parks. The decision means that limited snowmobiling will be allowed this winter but will no longer be permitted beginning the winter of 2004-05. At that point, only snowcoaches will be allowed.

The snowmobile community, through the International Snowmobile Manufacturers Association (ISMA), immediately filed an appeal against the judge's opinion. The State of Wyoming and the National Park Service (NPS) joined the request for an emergency stay. The Montana Promotion Division will keep the Montana tourism industry apprised of the situation through press releases and updated information on the winter web site: www.wintermt.com.

Did You Know?

- Details of TRIP (Tourism Research Inventory Product/Tour Operator Extracts) reports from Rocky Mountain International (RMI) are available by contacting Pam Gosink, 406-841-2894, email: pam@visitmt.com.
- Glacier National Park will increase its entrance fees beginning January 1, 2004. The cost of a seven-day pass at Glacier will increase from \$10 to \$20.
- The feature film *Heaven's Pond*, filmed in the Libby area during August - September 2002, has been renamed *Devil's Pond* and is now available on DVD and VHS.
- Montana's Lodging Facility Use Tax collection results by tourism region can be viewed at www.travelmontana.state.mt.us, click on News & Updates, Lodging Tax Revenue.

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That's a Wrap!

The Montana Film Office is busy collecting data on all the film projects shot in Montana in 2003. The year got off to a slower start than usual, but finished strong. The fall saw the production of the independent feature film **Love Comes to the Executioner** in the Butte and Deer Lodge areas. And at press time, two national television commercials are being filmed in southwest Montana.

Some additional production highlights of 2003 include:

- Dave Matthews' latest music video **Gravedigger**
- The completion of two additional feature films **The Music Inside** and **An Injured Party's Turn**
- Five major catalog still shoots
- Five national TV commercials in addition to the two currently filming

While the final economic impact data is not yet in, the productions shot in Montana in 2003 brought an infusion of over \$4 million dollars to Montana's economy.

Nominate Your Favorites

It's time to nominate outstanding tourism person,

place, and things for 2004. This year, in addition to Tourism Person and Community of the Year Honorees, awards for Tourism Event and Tourism Partnership have been added to the field. Further information and nomination forms are available by calling 406-841-2769 or via the Intranet site at www.travelmontana.state.mt.us/conference/awards.htm. The deadline for nominations is Friday, March 5, 2004.

2004 RMI Round Up

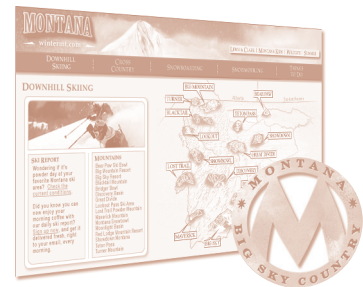
The Rocky Mountain International (RMI) Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in Montana, Wyoming, South Dakota and Idaho.

The Round Up will be held May 15-17, 2004 in Cody, WY. Registration material is available online at www.rmi-realamerica.com/reg/form.pdf. For more information, contact: Scott Balyo or James Scoon at 307-637-4977 or email Scott at: sbalyo@rmi-realamerica.com.

Winter Site Upgrades

The snowboard and downhill ski area pages on Travel Montana's winter web site, www.wintermt.com, have been upgraded and now include (along with standard information): current snow conditions, lodging and rental information, local events as well as a new locator map

that clearly identifies Montana's winter recreation destinations.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

January

- 10-15 SATW Winter Meeting, West Yellowstone, 406-646-7701 for more info
- 11-18 Vakantiebuurs-Utrecht Trade Show and sales calls, Amsterdam, Brussels and Luxembourg
- 14 CTAP Great Falls
- 15-25 Sundance Film Festival, Park City, UT
- 16-21 American Bus Association Marketplace, New York City
- 20 CTAP Wibaux
- 21 CTAP Crow Reservation

February

- 2-3 TAC Meeting, Butte
- 2-5 Go West Summit, Reno/Tahoe, NV

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



Travel Montana • Montana Film Office
Montana Department of Commerce

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